



Hybu Cig Cymru

Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

The Welsh Pork Industry

Pork in Wales

- Farming has been an important part of the UK's heritage and history for centuries
- Although Wales is famous for sheep and beef, there is a surprising number of pork farmers in Wales too
- Pork is amongst the most commonly eaten meats in the world.
- In Wales pigs are generally reared in smaller herds which creates a happier environment for the animals to live.
- They are not fussy eaters and generally eat a lot!
- Pork is very versatile and tasty and available all year round.





A brief history of Pigs...

Today's pig industry has been influenced by 6000 years of history.

Three things pigs provided

1. Fertilised land
2. Consumed waste produce
3. Meat

Farming has progressed; everyone used to have backyard pigs however this is very rare now and pigs are generally reared on specialist pig farms.



Pigs in Wales

Wales has ...

- 9,300,00 sheep
- Over 1,000,000
- And 23,000 pigs
- Although smaller than the sheep and beef industry, the pig industry in Wales is still important



Glossary of Terms

Term	Explanation
Sow	Female Pig
Boar	Male Pig
Gilt	Female pig which as never had any piglets
Weaner	Piglet after taken off its mother at 28 days
Finisher	Pig which is getting fattened ready for slaughter
Farrowing	When a sow or gilt gives birth
Serve	To get the female preganant
AI	Artificial insemination
Wean	To take the piglets off the mum



Hybu Cig Cymru

Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

Let's take a closer look at the Pork industry in Wales...

Overview

- *Pigs in Wales are generally reared in smaller herds (the average herd size in Wales is only 18) and for longer period*
- *This allows for a much bigger flavour in the meat.*
- *The climate and landscape in Wales helps to provide a natural environment to produce high-quality pork.”*

Breeds

Welsh

Welsh pig is a white breed (although looks pink!) known for its hardiness and produces high quality bacon and pork. It was first introduced in the 1870's.

Tamworth

One of Britain's oldest pig breeds and usually ginger in colour.

Berkshire

Oldest recorded pig breed in Britain. This pig is hardy, has good mothering capabilities and performs very well outdoors



DUROC



LARGE WHITE



LAND RACE



HAMPSHIRE



Lifecycle: Piglet



Piglets stay with their mums and fed on her milk for 28 days. They are then weaned off and moved into different accommodation

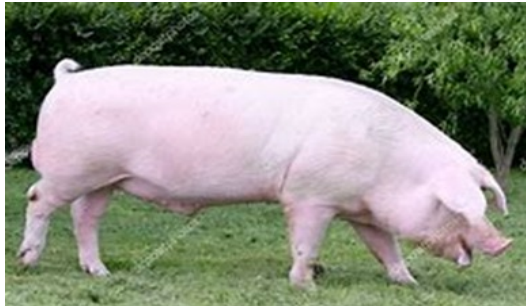


Some finishers stay in the same accommodation until they are ready for slaughter. Others will move houses part way through.



Finishers will have seven different diets throughout their life. Generally finishers reach slaughter weight in 6 months and will be 110Kg.

Lifecycle: From Gilt to Sow



A gilt will be artificially inseminated. If successful she will give birth three months, three weeks and three days hence. She is now a sow?



She will feed the piglets for 28 weeks before they are weaned off her



The cycle then starts again. On average each sow will produce 6 litters in her lifetime.

Diet of Pigs

Good nutrition is vital and the feeding system on the farm is computerised.

There is a liquid feeding system in the indoor unit using the waste products from milk, distilleries and bakers.

It is essential that there is no meat in the waste products.

Wheat, barley and soya are also used for protein and fibre.

The outdoor sows are fed with similar ingredients but as a dry pellet.



Animal Welfare

- Farmers check their animals every day and provide quality feed with clean fresh water.
- Vets and nutritionists work with farmers to provide expert advice on health and welfare.
- When animals are housed, the building is kept clean and fresh bedding is provided to keep animals comfortable and free from disease.
- If an animal is sick they must be treated immediately, which may require a visit from the vet.





Hybu Cig Cymru

Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

“We always recommend pork from Wales to all our customers, and that’s always what they’re after. It’s tasty, reared on your doorstep and of a very high quality. Supporting local businesses and the pork from Wales industry are equally important; imported meat isn’t the way forward”.

Dai Mathews, Owner of Mathews Butchers



Production Systems

- In Wales production systems are quite diverse.
- Wales boasts a lot of small to medium sized herd. These are generally reared outdoors, in barns or a mixture of both.
- We do also have some large scale units.

Case Study: Forest Coalpit Farm

Kyle Holford and Lauren Smith moved to the Brecon Beacons in 2014 with no prior agricultural experience.

They bought their first pigs in 2016 and built a on-farm processing unit.

The appearance and eating quality of the meat produced was a key factor in their final decision to choose Large Black and Duroc.

The pigs are kept permanently outside on 12 acres of pasture and woodland with the piglets are weaned at 6 weeks.

The herd currently stands at 10 breeding sows producing 70 finished pigs a year but have plans to expand to 20 sows producing 160 finished pigs by the end of 2018.

90% of their produce is marketed directly from the farm to London chefs.





Did you know?

- Like humans, pigs are omnivores, meaning they eat both plants and other animals.
- Pigs have an excellent sense of smell.
- Some people like to keep pigs as pets.
- Wild pigs (boar) are often hunted in the wild.
- Relative to their body size, pigs have small lungs.
- Pigs cannot look up to the sky
- A group of piglets is called a furrow



Hybu Cig Cymru

Meat Promotion Wales

hybucig.cymru
meatpromotion.wales

In conclusion...

- ‘Porc Blasus’ is an initiative by Meat Promotion Wales (HCC) to promote pork meat that has been born and raised in Wales.
- It offers a platform for producers and suppliers to promote their products and raise awareness of the benefits of pork to domestic consumers and trade.
- The website contains information about what’s unique about the pig industry in Wales, recipes, nutritional information and case studies from producers, butchers and chefs.

